



Market Center of Ideas Board of Directors

Summary of the February 27, 2017 meeting

Members Present:

Matt Baird
Donnie Rodgers
Jon Cundiff
Steve Marsh
Rosalie Newkirk
Chuck Cooper
Jeff Danley
Rick Viar
Chip Moxley
Rick McDowell

Guests:

Ben Rao

City Staff:

Nick Edwards
Jackie Heanue
Colene Roberts

1. Call to order

Mr. Cooper called the meeting to order at 4:33 p.m.

2. Approval of January 23, 2017 meeting summary

The Board approved the summary of the January 23, 2017 meeting.

3. Committee Reports

a. Feb. 23 Event discussion

Mr. Cundiff provided an update on the Feb. 23 event. The Committee will meet next week to review the event. There were 69-70 attendees. They were over on food and beverage. Better sound is needed. Microphones for all panelists would have helped. Eighty percent of attendees signed up via Facebook. A sign-up sheet is needed in order to capture late arrivals. Speakers should be asked to arrive about 30 minutes ahead of time. Questions should be provided to the speakers sooner. The Committee will be working on developing handouts and sending out surveys. They will meet on March 9. Mr. Cundiff provided copies of: an event recap, the attendee survey, and Eventbrite totals. Mr. Cooper expressed appreciation for all the work putting the event together. He stated that if the intent is make future events "plus one" events, larger and larger event spaces will be needed. There will likely be a cost for event space. Mr. Baird said that the event was posted on the KC Source Link calendar. Highlights from the event should be shared on Facebook. There were a lot of new faces and several attendees from outside of Lee's Summit. There was a good mix of ages and levels of experience, as well. Mr. Marsh suggested using Wild Apricot or a similar application to track member and event data. Future events may evolve into particular groups based on needs/interests. Some specific

topics could include: legal, marketing, etc. Subject matter experts will need to be identified. Mentoring should be a prominent feature of future programming. Meet Up could be used for small, short, single topic events at restaurants or other public places. There should be an article in the Journal on the event on Wednesday.

b. April 20 Event preparation

The Committee will be working to nail down a topic at next week's meeting.

c. Bi-monthly entrepreneur social gatherings

A gathering is scheduled for Mar. 16 at Main Slice. There is room for 30 people. Main Slice is offering half price drinks. It is a networking only event. The next gathering will be the third Thursday of May at Smoke Brewing Company.

4. Social Media Presence

The Facebook page is up and running. Board members should post articles and success stories so that there is more than just event information. There is no progress yet on the website. The Board agreed that a website is needed. Mr. Danley suggested that it could be just a landing page that links out to social media. The Board could look for a subscription service like Wild Apricot that includes website hosting. Mr. Edwards will need Administrative rights to maintain Board records. Mr. Danley will check into some subscription services and applications. The Board agreed they were in favor of moving ahead with the creation of a site as quickly as possible. The site should reflect the Board brand and the new Velocity brand.

5. By-laws adjustment

Ms. Heanue stated that the officer elections were held on the Board's anniversary instead of at the annual meeting as stated in the by-laws. Also, according to the by-laws, an annual meeting is to be held on the first Tuesday of March. The meeting notice requirement is fifteen days but notice could be waived by all Board members in order to hold the meeting next week. According to the Sunshine Law, the annual meeting cannot be a conference call. Board members agreed that giving a set date for the annual meeting in the by-laws is not a good idea. Mr. Viar made a motion to change Article 3 Section 2 of the by-laws so that the annual meeting is held in December of each year, as the Board determines. The Board voted to make the change. New officers can continue to be elected in December and take office in January. Ms. Heanue will bring the amendment to the next meeting for signatures. Mr. Marsh made a motion to reaffirm the election of the current officers through December of this year. The Board voted to keep the current officers.

6. Roundtable

Mr. Cooper requested thoughts and opinions on the purpose and focus of the Board for the future. Comments included the desire to move ahead with a few events before establishing a set direction for outreach and education programming; the possibility of raising funds or utilizing more sponsorships; the potential demand and utility of a shift to a membership format; and a proposal to hold a half-day planning session after June.

Ms. Heanue stated that according to Article 7 of the by-laws, the Board shall appoint a Chief Innovation Officer. The budget is to be prepared by this new staff person. The Board discussed that since there has been a shift away from one fixed facility with a staff person, an amendment may be needed. Ms. Heanue will bring some proposed language to the next meeting. The Board discussed the need to possibly have someone on retainer to handle event invitations, surveys, handouts, articles, emails, name tags, etc.

Mr. Cooper thanked Ben Rao and the Community Buying Group for their work on the first event. They ended up donating a significant number of hours.

7. Next Meeting date and time

The next meeting will be March 27.

8. Board of Director replacement update

Mr. Cooper reported that Gina Seibel has declined the invitation to join the Board. She is unable to make the commitment at this time. Board members were asked to talk to their contacts and if they find a good candidate who is interesting in serving, bring a nomination to the next meeting.

Mr. Cooper adjourned the meeting at 5:47 p.m.